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Companies Battle Over King of New York Skate Contest

Thu Mar 06 2008 14:00:00

The annual King of New York event was founded in the Bronx by Lou Perez in 1995. Lou ran the event every year until he had to leave to me at baby bean Productions in 2006. With first Lou and now baby bean running the show, the event has gotten better every year. In addition to the amazing athletes and enthusiastic crowds at the heart of the King of New York event, a team of great sponsors of New York to the kick-ass event that it is. Not long ago, baby bean invited clothing and sneaker giant DC Shoes to join the King of sponsors. We thought DC Shoes would be a great fit (no pun intended) but unfortunately, DC Shoes completely ignored our invitation.

So it hit us like a ton of bricks when we learned that DC Shoes had stolen the "King of New York" name and concept for its own event. DC Shoes suggested that the "King of New York" event was its own creation!

Now, Lou and I are all about live and let live, and we considered letting DC Shoes slide. But there's a problem with that: if we didn't use the name again, riders and skaters, along with everyone else, would begin to confuse the two events. Which event was which? Which event is that great event that Lou Perez started way back when? When this happens, everyone loses, most importantly, we put their blood and sweat into supporting the King of New York event since 1995.

So baby bean asked DC Shoes to recognize our rights to the "King of New York" event name and not to use the name "King of New York" in the future. DC Shoes refused. So we now find ourselves in the middle of an expensive and stressful law suit against DC Shoes. baby bean would rather spend our time and resources creating great events. But DC Shoes – now part of Quicksilver, Inc., a company with annual sales – decided that it would rather hide behind an expensive team of lawyers than do the right thing.

It's sad that a company like DC Shoes, started by snowboarder Ken Block and skateboarder Damon Way as footwear industry outfit, is different than any other big business. Apparently, DC Shoes thinks deep corporate pockets give it the right to roll right over the little

baby bean is going to do its best to make sure the King of New York event stays where it's supposed to, but it's not going to be easy. You just want to express what you think, let us know at dcbullshit@hotmail.com. Spread the truth. If you want to call DC Shoes or Quicksilver ahead. Phone numbers are 760-599-2999 for DC and 714-889-2200 for Quicksilver.



Comments

Posted on Mar 12, 2008 11:55 AM

http://www.go211.com/skate/news/companies_battle_over_king_of_new_york_skate_cont... 4/29/2008



That's so terrible and sneaky. Lot's of support from me, and keep riding.

Dayna

Posted on: Mar 7, 2008 10:22 PM



baby bean

The Truth about DC Shoes and the King of New York The annual King of New York event was founded in the Bronx by Lou. Lou ran the event every year until he handed over the reigns to me at baby bean Productions in 2006. With first Lou running the show, the event has gotten better and better, year after year. In addition to the amazing athletes and entertainment heart of the King of New York event, a team of great sponsors helps elevate the King of New York to the kick-ass event baby bean invited clothing and sneaker giant DC Shoes to join the King of New York event family of sponsors. We thought it would be a great fit (no pun intended) but unfortunately, DC Shoes completely ignored our invitation. So it hit us like a ton of bricks that DC Shoes had stolen the "King of New York" name and concept for its own event. Adding insult to injury, DC Shoes created the "King of New York" event was its own creation! Now, Lou and I are all about live and let live, and we considered letting it be. There's a problem with that: if we didn't stop DC Shoes from using the name again, riders and skaters, along with everyone else, would be confused. Which event was which? Who was sponsoring what? Which event is that great event that everyone loves? When this happens, everyone loses, most importantly all the people who have put their blood and sweat into the King of New York event since 1995. So baby bean asked DC Shoes to recognize our rights to the "King of New York" event name. DC Shoes refused. So we now find ourselves in the middle of a lawsuit against DC Shoes. baby bean didn't want this fight, we would rather spend our time and resources creating good events – now part of Quiksilver, Inc., a company with over two billion dollars in annual sales – decided that it would rather hire an expensive team of lawyers than do the right thing. It's sad that a company like DC Shoes, started by snowboarder Keaton "Damon" Way as footwear industry outsiders, is really no different than any other big business. Apparently, DC Shoes' lawyers give it the right to roll right over the little guy. baby bean is going to do its best to make sure the King of New York event is what it's supposed to be, but it's not going to be easy. If you'd like to help, or if you just want to express what you think, let us hear from you at dcbullshit@hotmail.com. Pass this e-mail along and spread the truth. If you want to call DC Shoes or Quiksilver your friends, their phone numbers are 760-599-2999 for DC and 714-889-2200 for Quiksilver. Thanks for listening. Danny Parks baby bean

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